CLAIMS:

What is claimed is:

1. A method for evaluating a product, the method comprising:

    reading a product identification token associated with the product wherein the

5 product identification token identifies a location from which a product evaluation form

may be retrieved;

    retrieving the product evaluation form associated with the product using the

product identification token; and

    presenting the product evaluation form to a user.

10 2. The method as recited in claim 1, further comprising:

    reading a receipt identification token on a receipt corresponding to the product,

wherein the receipt identification token provides receipt purchase information; and

    entering the purchase information into the product evaluation form.

3. The method as recited in claim 1, wherein reading the product identification token

15 comprises optically scanning the product identification token.

4. The method as recited in claim 1, wherein the product identification token is a

radio frequency identification tag and reading the product identification token comprises

reading the radio frequency identification tag.

5. The method as recited in claim 1, further comprising:

20   sending a substantially completed product evaluation form to a requester.

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6.   The method as recited in claim 1, further comprising:

receiving user input corresponding to requested information on the product evaluation form.

7.   The method as recited in claim 1, wherein the product evaluation form is a

5   product registration form.

8.   The method as recited in claim 1, wherein retrieving the product evaluation form comprises retrieving the product evaluation form from a web site.

9.   The method as recited in claim 1, further comprising:

providing a reward to the user upon completion of the product evaluation form.

10   10.   The method as recited in claim 9, wherein the reward includes at least one of a coupon, a discount on a product, cash, frequent flyer mileage, credits towards goods, and credits towards services.

11.   The method as recited in claim 1, wherein the product evaluation form includes a set of questions.

15   12.   The method as recited in claim 1, wherein the receipt purchase information includes at least one of a purchase location, a purchase price, an identity of a store from which the product was purchased, an identity of the purchaser, and demographic information about the purchaser.

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13.   The method as recited in claim 1, wherein the product identification token identifies the product and identifying a location from which a product evaluation form may be retrieved comprises retrieving the location from a database containing product identifications and associated locations from which a product evaluation form associated

5   with the product may be retrieved.

14.   The method as recited in claim 1, wherein the product identification token is a universal product code.

15.   The method as recited in claim 1, wherein the product identification token is a bar code.

10   16.   The method as recited in claim 1, wherein the product identification token associated with the product is located on the product.

17.   A system for evaluating a product, the system comprising:
    a reader which reads a product identification token associated with the product wherein the product identification token identifies a location from which a product
15   evaluation form may be retrieved;
    a retrieval unit which retrieves the product evaluation form associated with the product using the product identification token; and
    a presentation unit which presents the product evaluation form to a user.

20   18.   The system as recited in claim 17, wherein the reader reads a receipt identification token on a receipt corresponding to the product, wherein the receipt identification token provides receipt purchase information and further comprising:

an entry unit which enters the receipt purchase information into the product

evaluation form.

19.   The system as recited in claim 17, further comprising:

a transmitter which sends a substantially completed product evaluation form to a

5   requester.

20.   The system as recited in claim 17, further comprising:

a user input device which receives user input corresponding to requested

information on the product evaluation form.

21.   The system as recited in claim 17, wherein the product evaluation form is a web

10   page retrieved by the system over the Internet.

22.   The system as recited in claim 17, wherein the system is implemented as one of a

desktop computer, a point of sale kiosk, a point of use kiosk, a personal digital assistant, a

wireless telephone, and a laptop computer.

23.   The system as recited in claim 17, wherein the product identification token

15   identifies the product and further comprising:

a translation unit which associates a location from which the product evaluation

form may be retrieved with the identified product.

24.   The system as recited in claim 17, wherein the reader is an optical scanner.

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25.   The system as recited in claim 17, wherein the reader is a radio frequency identification tag reader.

26.   The system as recited in claim 17, wherein the product identification token associated with the product is located on the product.

5 27.   A computer program product in a computer readable media for use in a data processing system for evaluating a product, the computer program product comprising:

first instructions for reading a product identification token associated with the product wherein the product identification token identifies a location from which a product evaluation form may be retrieved;

10   second instructions for retrieving the product evaluation form associated with the product using the product identification token; and

third instructions for presenting the product evaluation form to a user.

28.   The computer program product as recited in claim 27, further comprising:

fourth instructions for reading a receipt identification token on a receipt

15 corresponding to the product, wherein the receipt identification token provides receipt purchase information; and

fifth instructions for entering the purchase information into the product evaluation form.

29.   The computer program product as recited in claim 28, further comprising:

20   sixth instructions for sending a substantially completed product evaluation form to a requester.

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30.   The computer program product as recited in claim 28, further comprising:

sixth instructions for receiving user input corresponding to requested information on the product evaluation form.

31.   The computer program product as recited in claim 27, further comprising:

5   fourth instructions for providing a reward to the user upon completion of the product evaluation form.

32.   The computer program product as recited in claim 27, wherein reading a product identification token comprises optically scanning the product identification token.

33.   The computer program product as recited in claim 27, wherein the product

10   identification token is a radio frequency identification tag and reading the product identification token comprises reading the radio frequency identification tag.

34.   The computer program product as recited in claim 27, wherein the product identification token associated with the product is located on the product.

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